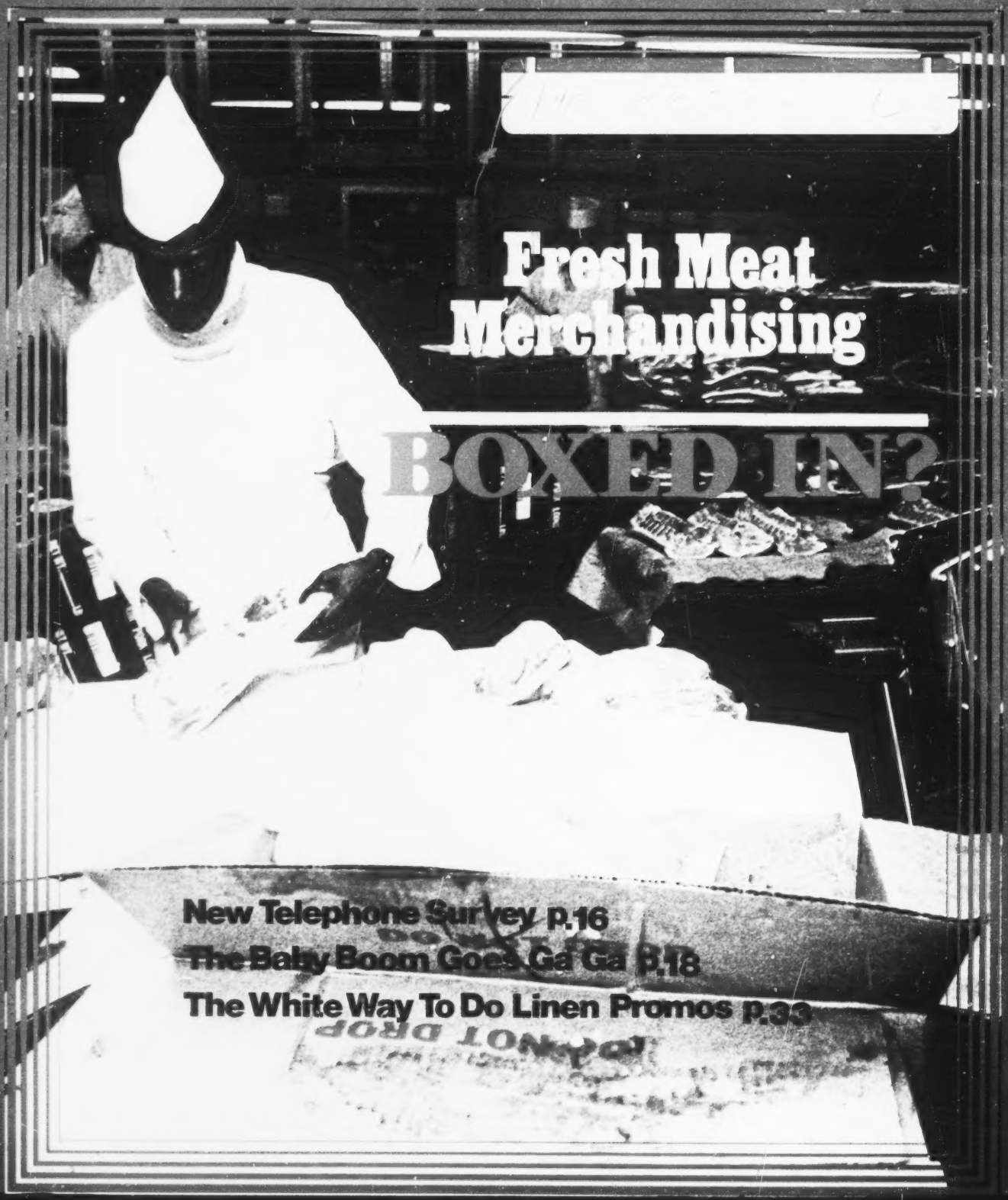
Military Market

MAGAZINE FOR THE MILITARY RETAIL SYSTEM ARMY TIMES PUBLISHING COMPANY NOVEMBER 1980 $1.00



Fresh Meat Merchandising

BOXED IN?

New Telephone Survey p.16
The Baby Boom Goes Ga Ga p.18
The White Way To Do Linen Promos p.33

Military Market

MAGAZINE FOR THE MILITARY RETAIL SYSTEM NOVEMBER 1980

ARMY TIMES PUBLISHING COMPANY VOLUME 31, No. 11

CONTENTS

FEATURES

18

OPINION POLL: BOXED BEEF
Good for the back room and the front cases. **Page 16**

THE BABY BIZ GROWS UP
The military's double birth rate means merchandisers needs lots of smarts. **Page 18**

COVER STORY: FRESH MEAT
Out with the old methods and in with the new is the key to increased sales. **Page 26**

26

33

BATH, BED AND LINENS
'No sleazy stuff' ahead, as exchanges plan January White Sales. **Page 33**

COSMETICS AND TOILETRIES
Results of AAFES' most recent ethnic H&BA selection committee deliberations. **Page 38**

38

SOUNDINGS: HOME STEREO
Merchandise selection group picks new stock assortment. **Page 42**

About the cover . . .
Photo by Kate Patterson
Execution by Garnett Sullivan

DEPARTMENTS

Editorial Comment 4

News 9

OPINION 14

NEW PRODUCTS 44

Supplier Notes 45

Military Market INDEX 46

Calendar 47

COMBAT comix 47

INDEX 48

Military Market is published by the Army Times Publishing Company, 475 School St., S.W., Washington, DC 20024. Single copies $1.00, except January Buyers Guide and July Almanac and Directory issues, $2.50 each. Yearly subscriptions within U.S., $10.00; to civilian addresses outside the U.S., $11.25 per year. Controlled circulation paid at Hanover, NH. Postmaster: Send form 3579 to Military Market, 475 School St. S.W., Wash., DC 20024.

The material in this publication is copyrighted and may not be reproduced in whole or in part without written permission of the publisher.

For a complete list of Army Times Publishing Company offices, see back page.

Editorial Director
Robert Schweitz
Editor
Nancy Tucker
Associate Editors
Donna O'Neal
Susanne Williams
John de Ferrari
ATPubCO News Service
Bruce Covill, Chief
Martha Craver
Paul Smith
Tom Philpott
Laurie Parker
Art Director
Jack Auldridge
Art Consultant
Garnett Sullivan
Staff Photographer
Joe Matera
Advertising Manager
Mike Jackson
Circulation
S.C. Parojinog
Advertising Production
Phyllis King
Executive Offices
475 School St., S.W.
Washington, D.C. 20024
(202) 554-7180

VBPA

COPYRIGHT ARMY TIMES PUBLISHING COMPANY 1980
ARMY TIMES PUBLISHING COMPANY — TRADE DIVISION
MILITARY MARKET (COMEX)
(USPC 911-580)

Military Market INDEX

COMMISSARIES

		JULY			YEAR-TO-DATE		
		CY'80	CY'79	% CHANGE	CY'80	CY'79	% CHANGE
AIR FORCE	CONUS	$123,297	$101,317	+21.7	$808,123	$760,623	+6.2
	OVERSEAS	25,186	20,038	+25.7	165,079	146,709	+12.5
	TOTAL	148,483	121,355	+22.4	973,202	907,332	+7.3
ARMY	CONUS	92,456	77,688	+19.0	608,920	567,356	+7.3
	OVERSEAS	28,600	23,192	+23.3	187,200	168,355	+11.2
	TOTAL	121,056	100,880	+20.0	796,120	735,711	+8.2
NAVY	CONUS	48,079	40,107	+19.9	318,966	303,388	+5.1
	OVERSEAS	6,060	4,944	+22.6	39,010	35,677	+9.3
	TOTAL	54,139	45,051	+20.2	357,976	339,065	+5.6
MARINES	CONUS	9,987	8,304	+20.3	65,796	62,013	+6.1
	OVERSEAS	158	111	+42.3	1,033	1,048	-1.4
	TOTAL	10,145	8,415	+20.6	66,829	63,061	+6.0
COAST GUARD	CONUS	495	367	+34.9	3,124	2,930	+6.6
	OVERSEAS	152	181	-16.0	959	868	+10.5
	TOTAL	647	548	+18.1	4,083	3,798	+7.5
ALL COMMISSARIES	CONUS	274,314	227,783	+20.4	1,804,929	1,696,310	+6.4
	OVERSEAS	60,156	48,466	+24.1	393,281	352,657	+11.5
	TOTAL	$334,470	$276,249	+21.1	$2,198,210	$2,048,967	+7.3
GROCERY STORES	U.S.[1]	$18,140 bil.	$15,977 bil.	+13.5	$120,067 bil.	$108,259 bil.	+10.9

EXCHANGES

AAFES	CONUS	$180,812	$158,556	+14.0	$1,216,475	$1,079,141	+12.7
	OVERSEAS	132,631	111,630	+18.8	896,994	760,678	+17.9
	TOTAL	313,443	270,186	+16.0	2,113,469	1,839,819	+14.9
NAVY	CONUS[2]	75,938	65,893	+15.2	527,328	461,429	+14.3
	OVERSEAS[2]	28,588	25,836	+10.6	200,024	183,463	+9.0
	TOTAL[2]	104,526	91,729	+14.0	727,352	644,892	+12.8
MARINES	CONUS	23,473	20,479	+14.6	152,982	138,589	+10.4
	OVERSEAS	3,427	3,112	+10.1	23,485	20,725	+13.3
	TOTAL	26,900	23,591	+14.0	176,467	159,314	+10.8
COAST GUARD	CONUS[3]	4,588	4,389	+4.5	31,509	31,224	+0.9
	OVERSEAS[3]	579	554	+4.5	3,974	3,939	+0.9
	TOTAL[3]	5,167	4,943	+4.5	35,483	35,163	+0.9
MAIL ORDER	CONUS[4]	580	700	-17.1	4,980	4,445	+12.0
	OVERSEAS[4]	1,915	2,808	-31.8	23,128	22,868	+1.1
	TOTAL[4]	2,495	3,508	-28.9	28,108	27,313	+2.9
ALL EXCHANGES	CONUS	285,391	250,017	+14.2	1,933,274	1,714,828	+12.7
	OVERSEAS	167,140	143,940	+16.1	1,147,605	1,991,673	+15.7
	TOTAL	$452,531	$393,957	+14.9	$3,080,879	$2,706,501	+13.8
DEPARTMENT STORES	U.S.[1]	$7,025 bil.	$6,595 bil.	+6.5	$46,681 bil.	$43,697 bil.	+6.8

AAFES and Navy Exchange sales have been adjusted for 1980 and 1979 to reflect the breakout of mail order sales.

Individual figures may not add to totals, due to rounding. All sales are expressed in millions (add 000), except for grocery stores and department stores, which are in billions. Commissary sales include appropriate surcharges and exchange sales include concession volume.

[1] Source: U.S. Department of Commerce.

[2] Does not include sales of ship stores.

[3] MM estimate, based upon official data.

[4] Includes consolidated sales for all services, including Coast Guard. Data prior to July 1980 extracted from respective AAFES and NAVRESSO mail order catalogs.